

ABSTRACT

A water-based coloring composition and a water-based coating composition with each of which the number of operation steps in dyeing, printing, painting, coating or the like can be significantly reduced. The compositions enable functional compounds to be satisfactorily fixed to the substrate to be processed, and attain satisfactory fastness. The compositions do not impair the feeling of the substrate.

The water-based coating composition is obtained by mixing an

aqueous-emulsion-type acrylic pressure-sensitive adhesive with a cationic water-soluble polymer. The coloring composition, which is for use in dyeing,

printing, painting, or coating, is obtained by mixing an aqueous-emulsion-type acrylic pressure-sensitive adhesive with a cationic water-soluble polymer and then mixing the mixture with functional compounds such as a dye, pigment, drug, deodorant, perfume, etc.